

AUTOMOTIVE

Audi dukes it out to satirize presidential race

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Video still from Audi's "Duel"

By STAFF REPORTS

Ahead of the first U.S. presidential debate on Sept. 26, Audi USA is adding to the political chatter with a satirical commercial.

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"Duel" tells the story of a brawl between two valets in reverse, leaving the viewer unsure of the root of their animosity until the end. With the race to the White House heating up, this comical take on the battle between two headstrong candidates is poised to make an impression.

Putting up a fight

Audi's commercial launched on its digital channels on Sept. 23. The one-and-a-half minute film opens on a haphazard scene, in which vote buttons are strewn beside pieces of glass and food.

The debris begins to ascend, and the viewer sees a red ticket launch off the floor in between two heavy breathing opponents. From there, the man and woman's extensive fight is shown backwards, allowing the viewer to see the effect before the cause.

Eventually, the pair arrives at their beginning, as they stand by the entrance to a hotel watching an Audi RS 7 pull up. This is shown to be the start of the confrontation, as he goes to park the car and she stops him.

Duel - Audi Presidential Debate Commercial

Audi's commercial ends with the tagline "Beautiful things are worth fighting for. Choose the next driver wisely."

In text paired with the YouTube video, Audi tells consumers to watch out for 18 Easter eggs. This promise of hidden imagery may prompt repeat views.

Audi has been one to insert itself into largely watched televised events.

The German automaker blasted off to showcase its latest vehicle in style.

The Audi R8 V10 plus featured during Super Bowl 50 on Sunday, Feb. 7, a surefire way to get more than a third of the

United States population to take notice. A memorable Super Bowl commercial that strikes a chord with consumers can give a brand a long-lasting boost in awareness and generate desire and sentiment ([see story](#)).

With a hotly contested race, projections show that more than 100 million Americans may tune in.

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